

From Firefighting to Foresight: 5 Plays You Can Steal from JustPark's CX Transformation

When JustPark merged its 14 million driver platform with ParkHub, they didn't just scale, they turned CX into an early warning system. Here's how they listen better, act faster, and only ship AI that earns its keep.

TL;DR: Get closer to customers, spot anomalies early, invest in AI that pays rent, kill vanity metrics, and make Voice of Customer a company sport.

1. Get Your Hands Dirty (Again)

Steve still dives into customer tickets every week, taking a leaf out of Amazon's playbook after learning how Jeff Bezos and his leadership team regularly took customer calls to stay connected to real feedback. "You can't lead CX from a dashboard," he says. "You need to hear it straight from your customers." He calls it "keeping my finger on the pulse."

Try this Friday: Block 45 minutes to read 25 support tickets. Log three recurring themes and one quick fix your team can ship.

2. Move From Firefighting to Foresight

Previously, JustPark only noticed problems once complaints spiked. Now, AI flags anomalies before drivers even notice. Predictive CX helps them fix fast and stay ahead.

Next step: Set up anomaly alerts in your help desk or analytics for your top five issue categories.

3. Make AI Earn Its Keep

At JustPark, AI isn't decoration. Steve refuses to deploy tech just for show, only what genuinely improves product, support, or onboarding. Practical AI, not vanity AI.

Quick audit: Review one AI workflow. Keep it, kill it, or upgrade it based on how much customer effort it reduces.

4. Ditch Dumb Metrics

Steve's least favourite metric is Average Handle Time (AHT). "If you're chasing short calls, you're not fixing anything." Instead, JustPark measures resolution and effort.

Shift your metrics: Replace AHT with First Contact Resolution and Customer Effort in your dashboard. Align team incentives around outcomes, not speed.

5. Make Voice of Customer (VoC) a Company Sport

One of JustPark's most active users of customer feedback isn't CX, it's the commercial team. They use insights from SentiSum to spot space issues and improve partner relationships. When every department owns the customer story, everyone gets better.

Team move: Give Sales and Ops access to your VoC dashboard. Run a 20 minute weekly review to align around the customer voice.

Final Thought

"Sometimes your gut already knows, you just need the data to tell the story."
— **Steve Burt, Senior Director of Global CX, JustPark**

Pick one play and implement it this week. Then share this sheet with your Ops and Commercial leads so Voice of Customer becomes a shared scoreboard.

Want the full breakdown? [Watch the 30 minute webinar HERE](#)